

I claim:

A dispenser comprising:

a housing;

a fan mounted to the housing to generate an air stream; and

5 a volatile liquid having an evaporation rate between about  $5.0 \times 10^{-9}$  to about  $10.0 \times 10^{-8}$  meters per second measured with about 30% of the volatile liquid remaining at room temperature, as measured and calculated by drop shape analysis.

2. The dispenser of claim 1, wherein the evaporation rate is between about  
10  $1.0 \times 10^{-8}$  and about  $7.0 \times 10^{-8}$  measured with about 30% of the volatile liquid remaining at room temperature.

3. The dispenser of claim 1, wherein the volatile liquid has a relative evaporation rate of between about 0.50 and about 4.0.

4. The dispenser of claim 1, wherein the fan exhibits a throughput of about  
15 0.4 cubic feet per minute to about 0.45 cubic feet per minute.

5. The dispenser of claim 1, wherein the air stream is intermittent.

6. The dispenser of claim 5, wherein the air stream is on and off in a ratio of about 1 minute to 3 minutes.

7. The dispenser of claim 1, wherein the volatile liquid comprises a fragrance.
8. The dispenser of claim 1, wherein the volatile liquid comprises an insecticide.
- 5 9. The dispenser of claim 1, wherein the volatile liquid is contained within a container capable of being releasably secured to the housing.
- 10 10. The dispenser of claim 1, wherein at least 90% of the volatile liquid is capable of evaporating within 2 months under ambient conditions.
11. The dispenser of claim 1, further comprising a wick in alignment with the fan to immerse the wick into the air stream.
- 10 12. The dispenser of claim 11, wherein the wick has a mean pore size between about 1 micron and about 10 microns.

A dispenser comprising:

- a housing;
- 15 a porous wick associated with the housing; and
- a volatile liquid having an evaporation rate between about  $5.0 \times 10^{-9}$  to about  $10.0 \times 10^{-8}$  meters per second measured with about 30% of the

volatile liquid remaining at room temperature, as measured and  
calculated by drop shape analysis.

14. The dispenser of claim 13, wherein the evaporation rate is between  
about  $1.0 \times 10^{-8}$  and about  $7.0 \times 10^{-8}$  measured with about 30% of the volatile  
liquid remaining at room temperature.

15. The dispenser of claim 13, wherein the volatile liquid has a relative  
evaporation rate between about 0.50 and about 4.0.

16. The dispenser of claim 13, further comprising a fan for generating an air  
stream.

17. The dispenser of claim 13, wherein the fan exhibits a throughput of  
about 0.4 cubic feet per minute to about 0.45 cubic feet per minute

18. The dispenser of claim 13, wherein the air stream is intermittent.

19. The dispenser of claim 13, wherein the air stream is on and off in a  
ratio of about 1 minute to 3 minutes.

20. The dispenser of claim 13, wherein the volatile liquid comprises a  
fragrance.

21. The dispenser of claim 13, wherein the volatile liquid comprises an  
insecticide.

22. The dispenser of claim 13, wherein the volatile liquid is contained within a container capable of being releasably secured to the housing.

23. The dispenser of claim 13, wherein at least 90% of the volatile liquid is capable of evaporating within 2 months under ambient conditions.

5 24. The dispenser of claim 13, wherein the wick has a mean pore size between about 1 and about 10 microns.

A refill in combination with a dispenser comprising:

a container for a volatile liquid, the volatile liquid having an evaporation rate between about  $5.0 \times 10^{-9}$  to about  $10.0 \times 10^{-8}$  meters per second measured with about 30% of the volatile liquid remaining at room temperature, as measured and calculated by drop shape analysis; and wherein the container is insertable into the dispenser including a housing and a fan mounted to the housing to generate an air stream.

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26. The refill of claim 25, wherein the evaporation rate is between about  $1.0 \times 10^{-8}$  and about  $7.0 \times 10^{-8}$  measured with about 30% of the volatile liquid remaining at room temperature.

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27. The refill of claim 25, wherein the volatile liquid has a relative evaporation rate of between about 0.50 and about 4.0.

28. The refill of claim 25, wherein the fan exhibits a throughput of about 0.4 cubic feet per minute to about 0.45 cubic feet per minute.
29. The refill of claim 25, wherein the air stream is intermittent.
30. The refill of claim 25, wherein the air stream is on and off in a ratio of about 1 minute to 3 minutes.
31. The refill of claim 25, wherein the volatile liquid comprises a fragrance.
32. The refill of claim 25, wherein the volatile liquid comprises an insecticide.
33. The refill of claim 25, wherein the container is capable of being releasably secured to the housing.
34. The refill of claim 25, wherein at least 90% of the volatile liquid is capable of evaporating within 2 months under ambient conditions.
35. The refill of claim 25, further comprising a wick in alignment with the fan to immerse the wick into the air stream.
36. The dispenser of claim 35, wherein the wick has a mean pore size between about 1 micron and about 10 microns.

A refill in combination with a dispenser comprising:

a container for a volatile liquid, the volatile liquid having an evaporation rate between about  $5.0 \times 10^{-9}$  to about  $10.0 \times 10^{-8}$  meters per second measured with about 30% of the volatile liquid remaining at room temperature, as measured and calculated by drop shape analysis; and

5 wherein the container is insertable into the dispenser including a housing and a porous wick associated with the housing.

38. The refill of claim 37, wherein the evaporation rate is between about  $1.0 \times 10^{-8}$  and about  $7.0 \times 10^{-8}$  measured with about 30% of the volatile liquid remaining at room temperature.

10 39. The refill of claim 37, wherein the volatile liquid has a relative evaporation rate between about 0.50 and about 4.0.

40. The refill of claim 37, further comprising a fan for generating an air stream.

41. The refill of claim 37, wherein the fan exhibits a throughput of about  
15 0.4 cubic feet per minute to about 0.45 cubic feet per minute

42. The refill of claim 37, wherein the air stream is intermittent.

43. The refill of claim 37, wherein the air stream is on and off in a ratio of about 1 minute to 3 minutes.

44. The refill of claim 37, wherein the volatile liquid comprises a fragrance.

45. The refill of claim 37, wherein the volatile liquid comprises an insecticide.

46. The refill of claim 37, wherein the volatile liquid is contained within a container capable of being releasably secured to the housing.

47. The refill of claim 37, wherein at least 90% of the volatile liquid is capable of evaporating within 2 months under ambient conditions.

48. The refill of claim 37, wherein the wick has a mean pore size between about 1 and about 10 microns.